

# Comparisons of Job Characteristics

**Focus Occupation: Public Relations and Fundraising Managers (11-2031)**

**Associated Occupation: Chief Executives (11-1011)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 71

**Focus Occupation: Public Relations and Fundraising Managers (11-2031)**

**Associated Occupation: Chief Executives (11-1011)**

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Administration and Management	8.4	21.1	15.6	<<	Extensive education and/or training may be required
Economics and Accounting	4.4	15.7	7.2	<<	Extensive education and/or training may be required
English Language	11.2	15.0	19.9	>>	Current knowledge level is likely more than sufficient
Sales and Marketing	5.2	14.4	18.9	>>	Current knowledge level is likely more than sufficient
Law and Government	5.9	12.9	5.6	<<	Extensive education and/or training may be required
Personnel and Human Resources	5.6	12.5	12.4	0	Current knowledge level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 91

**Focus Occupation: Public Relations and Fundraising Managers (11-2031)**

**Associated Occupation: Chief Executives (11-1011)**

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Judgment and Decision Making	9.4	19.7	12.6	<<	Extensive development of skills in this area may be required
Management of Personnel Resources	6.9	18.0	11.5	<<	Extensive development of skills in this area may be required
Complex Problem Solving	9.1	17.7	12.3	<<	Extensive development of skills in this area may be required

Management of Financial Resources	3.3	17.7	10.1	<<	Extensive development of skills in this area may be required
Monitoring	9.9	17.7	12.7	<<	Extensive development of skills in this area may be required
Coordination	9.1	17.3	13.6	<<	Extensive development of skills in this area may be required
Time Management	8.9	17.0	11.8	<<	Extensive development of skills in this area may be required
Systems Analysis	6.5	16.8	11.4	<<	Extensive development of skills in this area may be required
Systems Evaluation	6.4	16.8	11.4	<<	Extensive development of skills in this area may be required
Persuasion	7.4	16.5	13.6	<	A higher skill level may be required
Negotiation	6.8	14.8	11.5	<<	Extensive development of skills in this area may be required
Management of Material Resources	3.7	13.4	7.2	<<	Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Abilities

Similarity of Focus Occupation to Associated Occupation: 97

**Focus Occupation: Public Relations and Fundraising Managers (11-2031)**

**Associated Occupation: Chief Executives (11-1011)**

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	17.7	17.3	0	Current ability level may be sufficient
Oral Comprehension	12.5	17.3	15.5	<	Some improvement in abilities may be required
Speech Clarity	10.2	17.3	16.0	0	Current ability level may be sufficient
Problem Sensitivity	11.1	17.0	13.6	<<	Extensive improvement in abilities may be required
Speech Recognition	9.9	16.7	14.2	<	Some improvement in abilities may be required
Written Comprehension	11.0	16.6	14.3	<	Some improvement in abilities may be required
Inductive Reasoning	10.2	16.5	11.6	<<	Extensive improvement in abilities may be required
Deductive Reasoning	10.6	16.0	13.3	<	Some improvement in abilities may be required
Fluency of Ideas	7.6	15.4	12.5	<	Some improvement in abilities may be required
Originality	7.6	14.8	11.4	<<	Extensive improvement in abilities may be required
Speed of Closure	5.9	10.1	6.7	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Activities that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 81

**Focus Occupation: Public Relations and Fundraising Managers (11-2031)**  
**Associated Occupation: Chief Executives (11-1011)**

Work Activities	Exclusivity of Activity
Confer with other departmental heads to coordinate activities	61
Develop budgets	56
Develop policies, procedures, methods, or standards	21
Direct and coordinate activities of workers or staff	3
Establish and maintain relationships with community organizations	81
Make presentations	13
Oversee execution of organizational or program policies	49
Supervise advertising or public relations staff	92
Use oral or written communication techniques	1
Use public speaking techniques	13
Write business correspondence	58

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 93

**Focus Occupation: Public Relations and Fundraising Managers (11-2031)**  
**Associated Occupation: Chief Executives (11-1011)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Duplicating machines	6
Information exchange software	1
Network applications software	1
Personal communication devices	2

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.